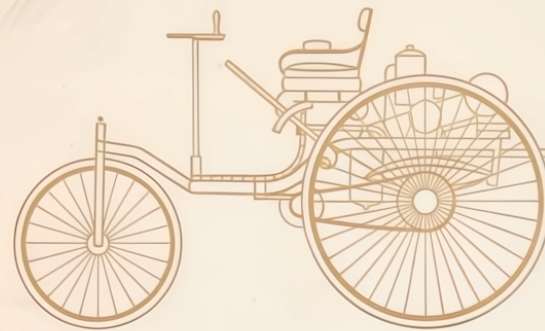


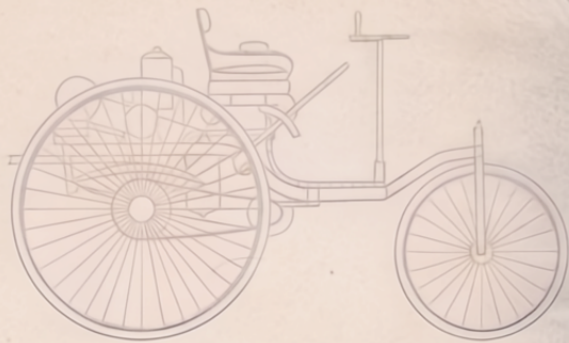


MERCEDES-BENZ

300 SE



The invention of the high speed petrol engine by Gottlieb Daimler and the construction of the first motor car by Karl Benz set in motion developments which have had a decisive and revolutionary effect on the entire mode of living in this age of technical progress: the development of motor traffic. With these two pioneering achievements, 75 years ago, began the history of Daimler-Benz, the oldest motor car manufacturers in the world. A look into the chronicle of the Company shows that the pioneering spirit of its founders has been kept alive through three quarters of a century, to the present day. A long line of famous designs, many of them proved on race tracks all over the world and in the most gruelling rallies, is evidence of the tireless striving of Daimler-Benz engineers towards technical perfection. This determination to produce the very best, linked with the principle of the highest quality in every detail, which has become a Daimler-Benz tradition is clearly expressed in the new elite model, the 300 SE.



The invention of the high speed petrol engine by Gottlieb Daimler and the construction of the first motor car by Karl Benz set in motion developments which have had a decisive and revolutionary effect on the entire mode of living in this age of technical progress: the development of motor traffic. With these two pioneering achievements, 75 years ago, began the history of Daimler-Benz, the oldest motor car manufacturers in the world. A look into the chronicle of the Company shows that the pioneering spirit of its founders has been kept alive through three quarters of a century, to the present day. A long line of famous designs, many of them proved on race tracks all over the world and in the most gruelling rallies, is evidence of the tireless striving of Daimler-Benz engineers towards technical perfection. This determination to produce the very best, linked with the principle of the highest quality in every detail, which has become a Daimler-Benz tradition is clearly expressed in the new elite model, the 300 SE.

The new 300 SE

From time to time there have been cars which have stood out in their day as highlights of engineering amongst the countless designs of past decades – cars which represented the very best that was possible then. The new 300 SE will, undoubtedly, be yet another of the many Mercedes-Benz cars to gain fame for its outstanding qualities. This new model clearly is a superbly successful realization of the makers' aim to produce a car that meets the highest aesthetic requirement and that combines the optimum in comfort, performance, safety and ease of handling that can be achieved today. This aim has been fulfilled after years of intensive research drawing on the most up to date technical resources.

We should point out that some of the new units incorporated are interesting designs originated and developed by Daimler-Benz engineers.

Here are some of the main features of the Mercedes-Benz 300 SE:

- Light alloy injection engine
- Automatic four speed transmission
- Air suspension
- Power steering
- Disc brakes on all four wheels.

The quite exceptional characteristics which have been built into this exceedingly comfortable car place the 300 SE in a star position in the international car market.







The Styling

Daimler-Benz have always held the view that the styling of a car should be governed largely by functional requirements. To be practical, a car must be designed to meet the motorist's requirements for ample passenger and luggage space, while remaining within sensibly limited overall dimensions which take account of today's traffic conditions.

Adoption of the basic line of the sleek full-view body of the 220 models seemed a desirable solution. Its sensible proportions offer the spaciousness which one has every right to expect of a modern, distinguished car. This decision, incidentally, brings with it the advantage of facilitating spare parts supplies by the service organisation, making for speed and economy in servicing.

The difference in styling of the 300 SE is in the external chrome trim and particularly in the elegantly luxurious interior appointment which strikes an immediate note of a quite exceptional car. Some of the optional extras: A wide choice of special one or two-colour finishes, steel sliding roof, white wall tyres.

The Interior

Among the predominant features which mark a car as internationally elite is the distinguished character of the interior appointment. In the 300 SE this leaves nothing to be desired owing to the perfect combination of well styled elegant design, exceedingly comfortable equipment and meticulous finish in every detail.

The 300 SE offers luxurious comfort for 5 or 6 persons. The comfortable individual front seats have a centre arm rest and their backs are fully adjustable down to the rear seat. The deep rear seat has a folding centre arm rest and, like the front seats, is anatomically formed to give perfect body support. The hand made upholstery is tastefully executed in highest quality fabric. The very efficient heating and ventilation equipment deserves special mention. It incorporates individual control of the heating for right and left side and the rear.

On special demand: heating for the rear seat and a demisting and defrosting slot below the rear window.

Constant draughtless ventilation is provided through vents in the rear roof pillars. Of course, the standard equipment includes upholstered arm rests on all four doors, grip handles on the nearside front and both rear doors and above windows, and many other items which contribute to the studied comfort of the 300 SE.

Much has been done to ensure safety for all by incorporating safety measures developed as a result of extensive crash tests: padded disc on the steering wheel boss, padding on the upper and lower edge of the shock absorbing dashboard, the sunvisors, door pillars, and window surrounds; all switches and levers are either recessed or of flexible material; special safety locks make accidental opening of doors practically impossible.





Behind the Wheel

Gear changing, accelerating, steering, and braking are the main functions in normal driving. To make the Mercedes Benz 300 SE easy to drive and to relieve the driver of as much effort as possible this car has been fitted with power assisted and automatic equipment: automatic transmission, power steering and servo brakes. The automatic, four-speed transmission, developed by Daimler-Benz, dispenses with the need for clutch and gear lever operation, so that driving is controlled entirely by the use of the accelerator. The lever on the right of the steering column selects the action of the automatic transmission. Detailed information on the function of the DB automatic transmission is given in the accompanying brochure.

The power steering is another Daimler Benz design. Its most remarkable feature is that it does not reduce the driver's feel for the road, so essential for safe, fast driving on twisting roads or on icy surfaces. This has been achieved by providing power assistance progressively, only when higher steering resistance demands more effort, particularly when moving slowly, on tight bends and when turning or parking. As long as resistance is moderate, only slight power assistance is given, because the recirculating-ball steering, which has been retained, is already very light.

On the fascia which, like the windscreen pillars, is finished in precious woods, the control switches and levers are clearly arranged in convenient positions and the instrument cluster, directly in front of the driver, contains all instruments and gauges.

Standard equipment includes screen washers, two-speed windscreen wipers, electric clock, anti-dazzle interior mirror, map reading lamp, illuminated, locked glove box, cigar lighter, pockets in both front doors, oddments tray between front seats.

The Boot

Observing the development of the shape of cars over the past decades it becomes evident that the boot assumes ever larger proportions in the everyday car as well as in the luxury models. No doubt this development conforms with changes in travel requirements which increasingly call for an ability to carry more luggage while leaving the comfort of the passengers unimpaired. These requirements are met fully in the Mercedes Benz 300 SE. The boot measures over 22 cubic feet and accommodates a large amount of luggage with ease. A made-to-measure set of special suitcases (see illustration) is an optional extra. The clear line of the rear offers another advantage. The straight upper wing edges, clearly visible in the driving mirror, make very accurate reversing easy. – The horizontal rear light units contain separate brake lights, reflectors, reversing lamps, tail and parking lights, numberplate lights, and flashing direction indicators which extend into the sides.





Long Distance Test

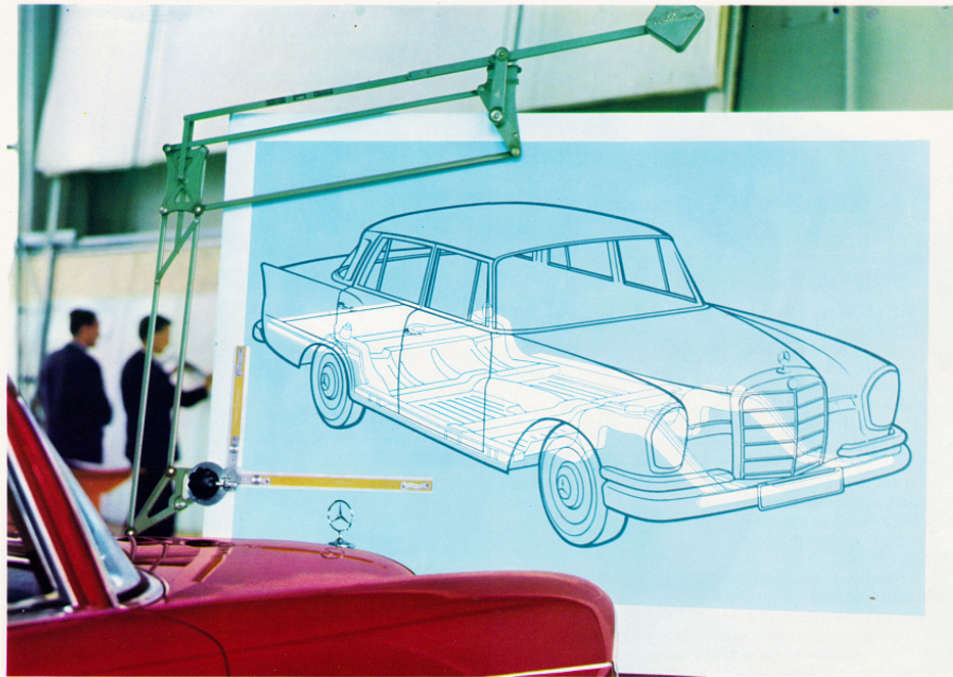
This term covers the long drives undertaken several times during the year which supplement the tests on the works' test track and in which all the leading designers take part, including the chief engineer. These drives extend to Sicily, Southern France and Spain and in severity they bear comparison with the most arduous rallies. Every participant in these journeys is a test driver who subjects the car to merciless punishment to the very limits of performance. What is more, these drives afford ample opportunity to experience and to examine all the aspects of driving, by day or night, which will be experienced by future owners.

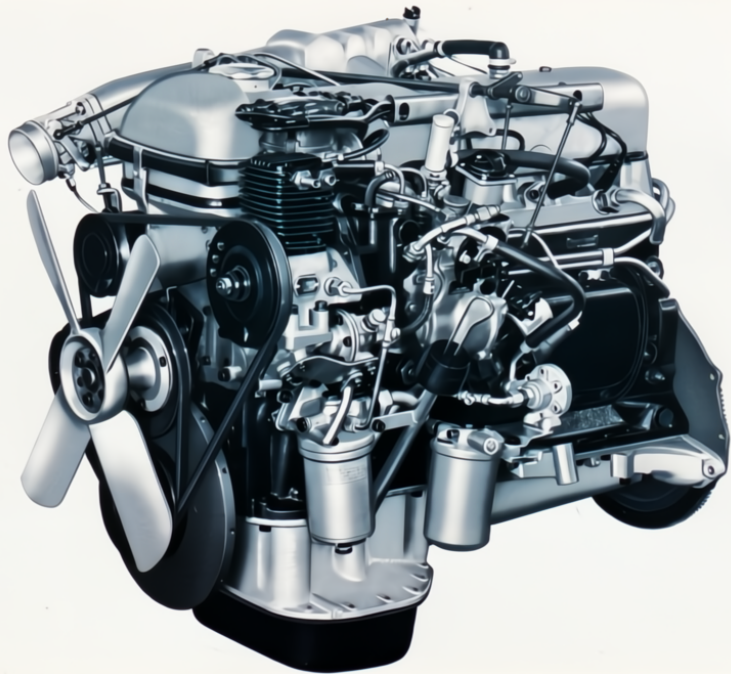
Although complicated mathematical formulae and exact drawingboard designs are the basis of all car manufacture, they cannot take the place of practical tests.

Only on the road, in many thousand miles of driving can one gain that experience and knowledge which can ensure reliability and driving safety in the production model. Like other models, the 300 SE too, has years of intensive development behind it. Years of driving, testing, and improving have resulted in the production of this car, whose dream-like driving characteristics make it the latest of the elite cars produced by Daimler-Benz.

Frame and Body Construction

Apart from the previously mentioned safety measures in the interior and the excellent road holding, the sturdy structure of the 300 SE offers a very high degree of safety to all occupants. Intensive crash tests undertaken by Daimler-Benz preceded finalisation of the structural design. A main feature is the construction principle employing a stout frame floor, with large side and cross members, as a firm base, and welding to this the strong body shell which gives added strength to the unit. In this construction the reinforced scuttle, the roof frame, the screen, door and rear roof pillars extend the main frame structure right into the roof, making for exceptionally high resistance to distortion of the whole, and offering a maximum of protection for the passenger space. In the front end of the floor frame, is mounted the sub-frame carrying the engine, gear box and front wheel assembly. To prevent noise and vibration from the wheels, engine and transmission units from reaching the body, numerous metal-bonded rubber elements are used for mounting the power and transmission units in the sub-frame, and the sub-frame, rear axle and propeller shaft in the frame floor. The result: exceedingly smooth, silent travel in the 300 SE.





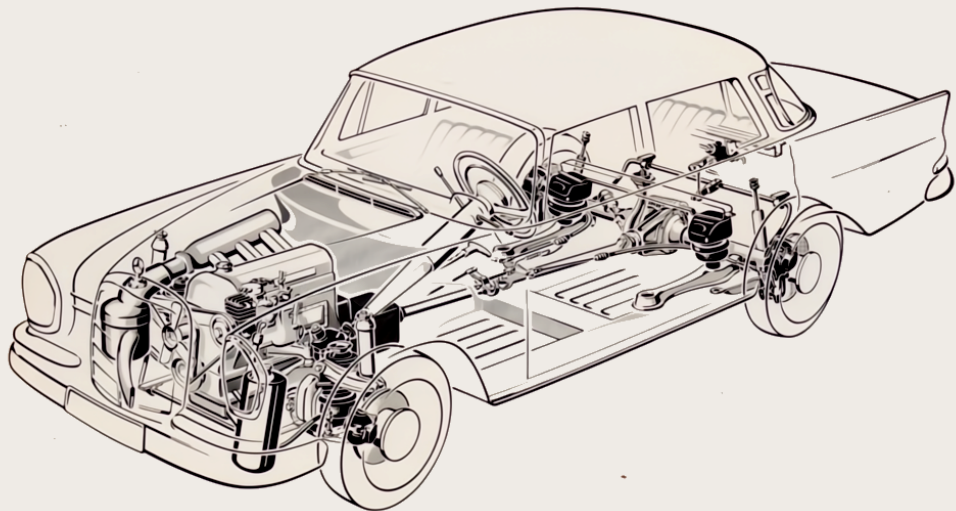
The Engine

The new 300 SE is powered by a three-litre six-cylinder engine with overhead camshaft and intermittent manifold injection as in the proved 220 SE model. The compression ratio is 9:1 and the output is 185 HP at 5,200 r.p.m. The engine's light alloy construction contributes to its very favourable power/weight ratio of 18.2 lbs/HP. The performance this engine gives this 5/6 seater saloon cannot be adequately described in words. Unprecedented acceleration throughout the engine's speed range calls for the use of superlatives. This performance can be bettered only in sports cars. The Daimler-Benz automatic transmission makes an effective contribution to this car's remarkable performance. Incorporating a hydraulic clutch and four forward gears, lightning gear changes are made at the engine speeds which make optimum use of the power available, in all gears, as efficiently as expert drivers at their best.

Air Suspension

Daimler-Benz have been using air suspension successfully for years in their buses and have gained valuable experience. In tireless research and development this suspension principle has been perfected and now it is one of the features which contribute to the high degree of technical perfection of the 300 SE. One outstanding advantage of air suspension is that the car always remains at the same level. As you see in the photographs on the right no matter whether the car is empty, unevenly loaded or full to capacity it maintains the same height all round. The air suspension compensates for load. Thus the necessary wide range of spring travel is maintained under all conditions with the result that the suspension of the 300 SE offers the same exceptionally high standard of comfort, irrespective of load or road conditions.





Road Holding

The 2.2. litre series of Mercedes Benz cars and now the new models 190 and 190 D have proved conclusively that good, comfortable suspension need not compromise safe, good road holding. Again, in designing the Mercedes Benz 300 SE, the engineers aimed at combining pleasantly soft suspension with excellent road holding. This aim has been achieved by most carefully matching the response of all suspension elements.

In the foreground of the illustration on the left you see the chassis. In front: independent suspension with air cushions, rubber mounted shock absorbers close to the wheels and torsion bar stabiliser. At the rear: single-joint low-pivot swing axle, air cushions, torsion bar stabiliser and an additional link to resist the forces created by braking. Disc brakes on all four wheels are a safety factor to match the car's high performance. – The effects of these advanced technical refinements are: excellent road adhesion with a fine feel for the road, exceptional cornering stability even when brakes are applied and an astounding resistance to break-away even on violent steering at high speed. Clearly these exceptional driving characteristics make for optimum safety even in difficult situations. Furthermore in conjunction with the effortless handling they enable the spirited driver to make full use of the high engine power of the 300 SE covering even long distances at high speed, in comfort and safety.

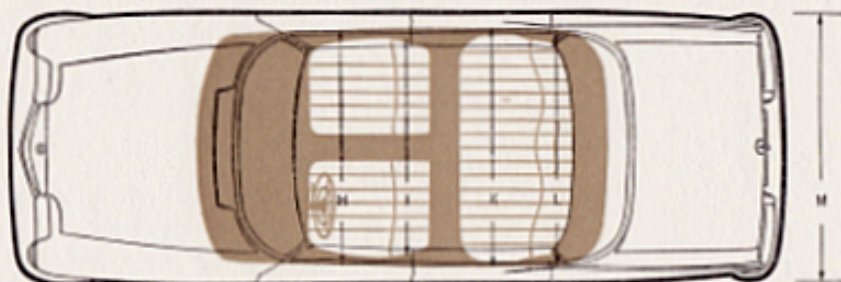
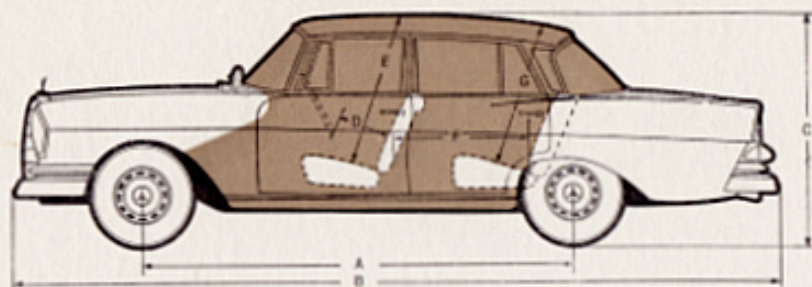


Daimler-Benz AG Stuttgart-Untertürkheim Germany

Design and equipment subject to modification.



Daimler-Benz AG Stuttgart-Untertuerkheim Germany



MERCEDES-BENZ

300 SE

A)	108.3 in.	(2,750 mm)
B)	192.2 in.	(4,875 mm)
C) approx.	57.5 in.	(ca. 1,460 mm)
D)	13.4 in.	(340 mm)
E)*	37.8 in.	(960 mm)
F)	32.7 in.	(830 mm)
G)	31.5 in.	(800 mm)
H)	59.5 in.	(1,510 mm)
I)	54.8 in.	(1,390 mm)
K)	60.7 in.	(1,540 mm)
L)	55.2 in.	(1,400 mm)
M)	70.7 in.	(1,795 mm)

Specifications

Engine

Number of cylinders	6
Bore/stroke	3.34/3.47 in.
Total piston displacement	182.85 cu.in.
Engine output acc. to SAE	185 gr. HP/5200 r.p.m.
Maximum speed	6,000 r.p.m.
Compression	9:1

Driving data

Maximum speed in

1st gear	28 m.p.h. (45 km/h)
2nd gear	44 m.p.h. (70 km/h)
3rd gear	71 m.p.h. (114 km/h)
4th gear	appr. 109 m.p.h. (175 km/h)

Climbing ability in

1st gear	1 in 1.25 (80%)
2nd gear	1 in 2.2 (46%)
3rd gear	1 in 4 (24.5%)
4th gear	1 in 8 (12.5%)

Fuel

Fuel consumption during average

highway driving	25.6-17.6 m.p. imp. gal.
	21.5-14.7 m.p. US gal.
	(11-16 lit./100 km)

Fuel consumption** 19.5/16.2 m.p. imp./US gal.

(measured at 68 m.p.h. = 110 km/h)

Tank capacity 14.3 imp. gal./17.2 US gal. (65 lit.)

Incl. reserve approx. 1.5 imp. gal. 1.8 US gal. (7 lit.)

Chassis

Transmission DB-automatic 4 gear transmission

Rear axle DB-single joint swing axle
with low pivot point

Rear axle ratio 4.10:1

Tire size 7.50-13 Nylon-Sport

Battery 12 volts 66 a.h.

Braking system hydraulic disc brakes,
with "Ate" booster brake T 50/26

Steering DB power steering with automatic
readjustment and steering shock absorber

Suspension air suspension

Dimensions/Weights

Maximum length	192.2 in. (4,875 mm)
Maximum width	70.7 in. (1,795 mm)
Maximum height	approx. 57.5 in. (1,460 mm)
Wheelbase	108.3 in. (2,750 mm)
Track, front	58.4 in. (1,482 mm)
Track, rear	58.7 in. (1,490 mm)
Ground clearance	approx. 7.2 in. (183 mm)
Turning circle dia.	approx. 37.8 ft. (11.7 m)
Curb weight with spare wheel and tools	3,375 lbs. (1,530 kg)
Permissible total weight	4,430 lbs. (2,010 kg)

* With steel sliding roof 36.2 in. (920 mm).

** Determined at 1/4 of maximum speed, maximum
68 m.p.h. (110 km/h), less 10 per cent.

Design and equipment subject to modifications.
White wall tyres extra.